

1 **ABSTRACT**

2 A tracking system receives a request for content that includes request-
3 tracking information. The request-tracking information includes identifiers for the
4 content, a content provider, a destination device for the content, a selectable data
5 link that generates the request, rendered content that includes the data link, and a
6 location of the data link within the rendered content. The request-tracking
7 information designates that the tracking system receive the content request before
8 the request is communicated to the content provider. The request for content is
9 communicated to the content provider that provides the content. The content
10 includes content-tracking information having identifiers for the content provider,
11 the destination device, and the content. The tracking system receives the content-
12 tracking information from the destination device when the content is provided to
13 the destination device. The tracking system maintains the request-tracking and the
14 content-tracking information, and associates the request-tracking and the content-
15 tracking information with the destination device.
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